

FAMOUS PHONES FOR PACIFIC NORTHWEST INTERIORS



Pacific Northwest Bell

*LaFollette-Cromer Designs, Inc.
Seattle, Washington*

Shirley LaFollette and Jack Cromer are accomplished West Coast interior designers. They're recognized for their innovative work on a variety of projects ranging from private homes and yachts to commercial projects including retail stores and condos. They are members of the Northwest Society of Interior Designers.



"THE OLD-FASHIONED LOOK FITS PERFECTLY WITH TODAY'S HOMESTYLES."

"More and more people in the West are moving away from period decor to a more varied style of decorating.

They're picking and choosing furniture, colors, fabrics, art, every detail from the best of past and present.

A hand-woven Navajo rug backdrops a Queen Anne cabinet. Chippendale chairs surround a chrome and glass dining table.

The rule is this: there are no rules. But there is one prevailing wind in decorating circles: dedication to quality. And over the years, nothing has said quality like old-fashioned items made "just the way they used to be."

This year's collection of old-fashioned phones gives you ample opportunity to find just the right touch of yesterday for any room in your home."

—Shirley LaFollette—

The Country Junction**

An authentic reproduction of a 1913 wall phone, Country Junction is solidly constructed of natural oak with antiqued nickel trim. 9.50"w x 11.38"h x 5.38"d. Rotary.



Call TOLL-FREE
1-800-552-7218 in Washington
1-800-426-0556 in Oregon and Idaho



**The Early American*
Cradlephone**

The old-time grace of the Cradlephone lends a touch of distinction to any room in the house. The simulated maple base is crested by an eagle insignia and a black and gold tone handset. The dial is rotary.
10.00" w x 9.25" h x 6.25" d.



**The Americana Edition
(Circa 1882)**

From the state-of-the-art technology to the rich oak casing and antiqued metal fittings, this is a beautiful adaptation of the first phone manufactured by Western Electric for the Bell System.
10.17" w x 24.00" h x 3.75" d.
Rotary.



**The Rolltop Stowaway®
Phone**

This features a genuine wood rolltop case that houses a fully modular handset with retractable handset cord. Touch-Tone® dialing is an added plus.
11.75" w x 7.50" h x 8.00" d.

The Candlestick*

The old-fashioned flair of the Candlestick fits into today's interior styling as beautifully as it did years ago. This eye-catching telephone comes in black or ivory with rotary dial.
5.75" w x 12.25" h x 5.57" d.



"HIGH TECH CAN REACH THE HEIGHTS OF GOOD TASTE."

"Every year, more gizmos, gadgets and modern wonders are put on the market to make your life easier.

But perhaps one of the greatest achievements of high technology is that it doesn't sacrifice form for function.

Everything from stoves to stereos comes in a variety of shapes, sizes, textures and even colors.

The same is true for this year's selection of high-tech telephones."

—Jack Cromer—

Home Executive Service**

Now if you have two phone lines in your home, you can answer two calls from one phone. The service gives you conference calling, a "hold" button, and lighted buttons to show when lines are in use. Visit your PhoneCenter Store, or call toll-free for current price.

The ultra-modern looking **Touch-a-matic 16** remembers up to 16 numbers. It's available in ivory, desk style. And you can choose any one of nine elegant colors for the faceplate. Rotary or Touch-Tone dial. 7.30" w x 5.00" h x 8.60" d.

Not pictured.

Visit your PhoneCenter Store, or call toll-free for current price.

With the handy **Touch-a-matic S**, you can automatically dial any of 12 numbers at the touch of a button. It's like having your own



The AutoMatic TelePhone*

It answers calls, gives and takes messages and offers a remote (or non-remote) feature which lets callers retrieve messages. It comes in handsome black with brushed aluminum faceplate and walnut trim. Available in Touch-Tone. 10.75" w x 5.50" h x 10.25" d. Visit Your PhoneCenter Store, or call toll-free for current price.

Bellboy® Pager

Stay in touch with your home or office even when you're away with the handy Bellboy Pager. It has signals for different types of calls and memory for when you don't want to be disturbed. Available in most areas. Visit your PhoneCenter Store, or call toll-free for details.



The **Touch-a-matic 12** automatically dials pre-recorded numbers, local or long distance. It can be used with any Touch-Tone phone, and comes in decorator colors. 2.50" w x 2.00" h x 7.50" d.



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**Trademark of AT&T Co. ®Registered Trademark of AT&T *Trademark of American Telecommunications

hot-line to frequently dialed numbers. Choose from desk or wall models in yellow, rust, brown or ivory.
4.75" w x 2.06" h x 7.38" d.



TeleHelpers*
The TeleHelper Speakerphone provides the convenience of hands-free phoning, and works with any wall or desk phone.
4.00" w x 1.75" h x 7.25" d.
The Answer and Record TeleHelper answers calls in your voice, and gives and takes messages. Works with rotary or Touch-Tone.
8.00" x 4.50" h x 10.00" d.
Visit your PhoneCenter Store, or call toll-free for current prices.

Custom Calling gives the standard phone a whole new dimension of service.

With **Call Waiting**, you can use your phone without worrying about missing important calls.

Call Forwarding allows you to program your phone around your social or business schedule, forwarding calls as needed.

Three-Way Calling is ideal for making conference calls. It's especially good if you need to do business at home.

Speed Calling lets you rapid dial 8 or 30 phone numbers.

Visit your PhoneCenter Store, or call toll-free for current prices.



"YOU CAN HAVE A LOT OF FUN WITH DESIGN STATEMENTS."

"In theory, the design statement is to a room scheme as punctuation is to writing.

While colors, furniture, rugs and layout convey a feeling of flow and movement in a room, flowers, sculptures and other design statements create the pauses and the stops.

This new collection of phones gives you a particularly good opportunity to make a design statement with your telephone.

Each phone has a special interest of its own which draws the eye and prompts a pause. Together, they offer an excellent variety of design statements."

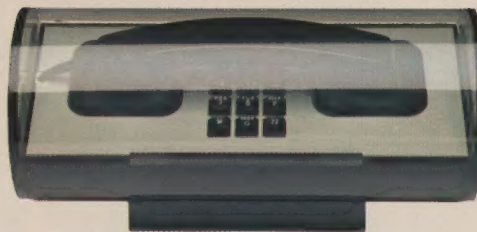
—Shirley LaFollette



Chestphone*

This phone comes in its own attractive decorator chest. You can pick from carved simulated walnut with beige interior (Touch-Tone) or black vinyl with simulated walnut trim and black handset and interior (Touch-Tone or rotary dial).

10.25"w x 5.25"h x 8.00"d.



Telstar®

The sleek, efficient Telstar features a rollback smoked-gray dust cover, brushed chrome surface and a black base and handset. You can take your pick of Touch-Tone or rotary dial.

11.25"w x 5.50"h x 5.50"d.



The Sculptura®

Abstract sculpture or telephone? The Sculptura comes in decorator brown, yellow or white with your choice of Touch-Tone or rotary dial.

8.50"w x 7.50"h x 4.00"d.



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The Exeter®

Here's an opportunity to design your own phone. The white Exeter comes with a variety of faceplates: grasscloth, floral, etched metal and even sports plates including insignias for some of your favorite professional or college sports teams. You can also custom design the Exeter with your own materials. It comes in chocolate brown with simulated alligator faceplate and Touch-Tone.

6.50" w x 4.50" h x 8.75" d.



“SOMETHING 'DIFFERENT' CAN MAKE ALL THE DIFFERENCE.”

“Of course you want to be different. You want your home to reflect your style, and maybe reveal a few surprises about you.

The key to being different in interior design is not to go overboard with it. If everything is different you can easily wind up with chaos.

First, establish a look you feel comfortable with. Modern, old world—you name it. Then be consistent about choosing furniture, materials, art and so on.

So what's different, you wonder? The accents are different. Put a surprise or two in a room. Something about your personality that sneaks out onto the coffee table perhaps.

But make sure it's just one element or maybe two. And when you're deciding what element you're going to make different, consider these phones from Pacific Northwest Bell.”

—Jack Cromer—

The Mickey Mouse Phone*

When you say “Mickey,” everyone knows who you mean. America's most lovable character is now everyone's most favorite phone. This set, and its sturdy wood-like base, is available in Touch-Tone or rotary dial. 9.50”w x 15.00”h x 8.50”d.



The Mickey Mouse PhoneLamp*

Mickey can shed light on your calls in this handy lamp style. The lamp has a three-way switch with an off-white shade. Any way you look at it, the PhoneLamp is a great conversation piece. Shade—16.25” diameter. Lamp—27.50” high.





Pacific Northwest Bell



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FIRST CLASS PERMIT NO. 247, SEATTLE, WA

POSTAGE WILL BE PAID BY ADDRESSEE

Pacific Northwest Bell
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1100 Olive Way
Seattle, Washington 98101

Page

Item Name

Color

Rotary Dial

Touch-Tone®

Quantity

Price

Order Your choice(s) below. Please print.

I have indicated my choice(s) below. Please call me and let me know how I can receive the phone(s) as soon as possible. I understand that full details of Pacific Northwest Bell's warranty and services are available by calling the toll-free 800 number.

ORDER BY MAIL

Just return this order form. We'll charge your order to your phone account, or to your Visa or MasterCard if you wish.

ORDER BY PHONE

Call us toll free between 9:00 am and 6:00 pm, Monday through Friday. In Washington, call 1-800-552-7218. In Oregon and Idaho, call 1-800-426-0556.

CUSTOM CALLING

Call Waiting, Call Forwarding, Three-Way Calling and Speed Calling are just a few of the ways we can customize your call.

BELL GIFT CERTIFICATES

Count on a sure success when you give a shopping spree (small or large) at the PhoneCenter Store.

BELL SYSTEM CREDIT CARD

It's the easy way to make long distance calls when you're away from home or office.

Rates, prices and model availability are subject to change. Charges quoted are plus tax, if applicable. Visa and MasterCard accepted.

Warranty. The Telephone company will provide a manufacturer's warranty on all **Design Line** telephones. This warranty will be included with the telephone and honored by all Bell System Telephone companies.

Maintenance Agreement. A Bell System Maintenance Agreement for working parts is available for service of **Design Line** telephones at purchaser's option.

Visit your PhoneCenter Store or call toll-free for current prices.

Note. Installation and one-time charges for the above services vary, based on telephone equipment, wiring, etc., that exist in the residence and on the extent of work needed to complete your order.

Not all services are available in all exchanges.

I have indicated my choice(s) below. Please call me and let me know how I can receive the phone(s) as soon as possible. I understand that full details of Pacific Northwest Bell's warranty and services are available by calling the toll-free 800 number.

Order Your choice(s) below. Please print.

Page	Item Name	Color	Rotary Dial	Touch-Tone®	Quantity	Price
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Please charge my phone bill: ☐ One-time charge ☐ Four Installments

TOTAL

Name _____

Address _____

City _____

State _____

Zip _____

Phone Number _____

(Include area code)

Number where I can be reached between

9:00 a.m. and 6:00 p.m. weekdays _____

(Include area code)

Best time to call _____

Please charge my ☐ Visa or ☐ MasterCard as indicated below:

Account Number _____

Expiration Date _____

Signature _____

MasterCard Interbank No. _____



Call TOLL-FREE

1-800-552-7218 in Washington

1-800-426-0556 in Oregon and Idaho



The Snoopy and Woodstock Phone**

Here's a phone to make everyone crack a smile— young or old. Snoopy and Woodstock add a bright touch to any room. You have a choice of Touch-Tone or rotary dial. It's ideal for all Snoopy lovers and collectors of the unique.
10.00" w x 13.50" h x 8.50" d.



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1-800-552-7218 in Washington
1-800-426-0556 in Oregon and Idaho

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** PEANUTS Characters © 1958, 1965 United Feature Syndicate, Inc. Housing manufactured by American Telecommunications Corp.



* Registered Trademark of AT&T



Noteworthy®

This practical phone gives you both an interchangeable cork and magnetic blackboard face, whichever suits your style. There's a pencil or chalk tray. And storage for your phone directory. The handset is adjustable for left or right hang-up. Available in yellow, rust, brown or white with simulated oak trim. Touch-Tone or rotary dial. 13.00" w x 12.50" h x 4.25" d.

Big Button

Anyone will see the advantages of making calls with Big Button, and that makes it ideal for those with impaired vision. Each button is about 1 1/4" square and 1/2" deep. Bold graphic figures add to the easy-to-read features. Look for it at your PhoneCenter Store. 8.25" w x 2.75" h x 8.00" d.

The Doodle Phone

Here's the handiest way to take messages since the invention of the pencil. The Doodle Phone. It comes in decorator brown or almond with Touch-Tone. And of course, it has a handy notepad attached to the set. 6.75" w x 4.25" h x 9.00" d.



*Harvey Welch Interiors
Portland, Oregon*

One of the original members of the American Association of Interior Designers in the Pacific Northwest, Harvey Welch opened his own design studio in Portland in 1947. He's well-known in the industry for his interior design of both private clubs and residences.



"MAKING A DESIGN SCHEME MEET SPECIAL INDIVIDUAL NEEDS IS AN ART."

"You've probably run into the problem before. Certain situations need special decorating solutions.

For example, you have to put all valuables above a certain height because of children. Or you're limited to certain colors because of the amount of natural light in a room. And the list goes on.

This group of phones is designed to help you deal with special circumstances. It's an exciting selection of specialized phones. And you can always expect more new ideas from Pacific Northwest Bell.

After all, they've been offering the finest phones for Pacific Northwest interiors for years."

—Harvey Welch—



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"WHY NOT GO TO EUROPE FOR A SPECIAL TOUCH."

"Often when you think of good taste and style, the many decorating contributions of Europe come to mind.

The hand-rubbed walnut and oak antiques of England. The grace and color of French provincial styling. The simple, clean lines of Scandinavian designs.

The elegant styling of the cradlephone also comes to us from Europe. And like many designs of good taste it has become a timeless favorite.

This year's collection of old world style cradlephones is better than ever. Whether you choose one to work in harmony with a nostalgic room scheme, or use one as a contrast to an ultra-modern plan, you'll find the cradlephone always fits in."

—Harvey Welch—

Antique Gold*

A first cousin to the glamorous French cradlephone, the Antique Gold is an ornate telephone with gold-tone handset and ivory trim. Rotary dialing adds the finishing touch of old-world elegance.

10.00" w x 9.25" h x 6.25" d



The Celebrity®

The refined style of the Celebrity gives it star ratings in almost any setting. You can choose between two dazzling color schemes: ivory with gold tone trim or light blue with chrome trim. Available in Touch-Tone or rotary dial.

8.50" w x 6.25" h x 6.75" d

The Mediterranean*

The Mediterranean look adds a distinctive touch to the traditional cradlephone. A simulated, carved, dark wood finish is accented by a black and gold-tone trim and "wrought iron" decoration. The rotary dial fits nicely with this classic style of phone.

10.00" w x 9.25" h x 6.25" d.





The Coquette**

This delicate little cradlephone comes in white with gold-tone trim. The Coquette displays a cameo centered in the rotary dial, while below a filigree name plate can personalize the phone for you.

10.50" w x 6.25" h x 6.75" d.

The Empress

This phone combines the modern conveniences of Touch-Tone dialing with the regal grace of cradlephone design. It comes in ivory with a delicate floral accent—a tasteful addition to any room.

8.50" w x 8.75" h x 6.25" d.



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1-800-426-0556 in Oregon and Idaho

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**Trademark of Kinsho-Mataichi International Corp.

Housing produced by Fujikura Plastics Company, Ltd.

"THE TRADITIONAL APPROACH TO DECORATING WORKS EVERY TIME."

"When you take the traditional approach to decorating, you usually pick a well-established style and stick to it.

Once the style is established, you shouldn't waver from it. After all, we are talking about tradition.

Pacific Northwest Bell has a few of its own traditions in phones. People liked them when they first came out, and the styles have been traditions ever since.

These phones are simple of line. Form follows function. Colors are easy on the eye and work with most any traditional style.

The phones fit into just about any traditional decorating scheme you dream up. And that, too, is a tradition at Pacific Northwest Bell."

—Harvey Welch—



Traditional** Telephones

If you like phones the way they used to be, you'll be glad to know we still have the Traditional line. You can choose from Touch-Tone or rotary dial and eight colors: white, ivory, yellow, beige, blue, green, black and red. This line comes in desk and wall styles.



Traditional Wall
Telephone: Touch-Tone
Dialing—
4.61" w x 8.82" h x 4.60" d.

Traditional Wall
Telephone: Rotary
Dialing—
5.50" w x 9.81" h x 5.50" d.

Traditional Desk
Telephones—
8.30" w x 4.91" h x 9.00" d.

Visit your PhoneCenter
Store, or call toll-free for
current prices.



The Princess®

Ideal for foyer, bedroom or living area, the Princess is a favorite. It comes in white, ivory, yellow or beige with Touch-Tone or rotary dial. There's a lamp assembly for dial illumination which also works as a night light at the flip of a switch. The light also brightens when you lift the handset.
8.22" w x 4.19" h x 3.94" d.

Visit your PhoneCenter
Store, or call toll-free for
current prices.



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Trimline® Telephones

Everything is right in your hand with the Trimline. It comes in 7 attractive decorator colors: white, ivory, yellow, rust, teal blue, brown and black. It lights up for easy dialing. And there's a disconnect feature which lets you make another call without hanging up. Touch-Tone or rotary dial. Available in desk or wall models.

Trimline Wall Telephone—
3.50" w x 2.40" h x 8.50" d.

Trimline Desk Telephone—
2.80" w x 2.13" h x 8.13" d.

Visit your PhoneCenter Store, or call toll-free for current prices.

**Traditional Colors**

Left to right: white, ivory, yellow, beige, blue, green, black, red.

Trimline Colors

Left to right: white, ivory, yellow, rust, teal blue, brown, black.

**Bell Gift Certificates**

Here's a special idea for birthdays, graduations and any other special events. The Bell Gift Certificate. Everyone would like a shopping spree (small or large) at the PhoneCenter Store. You can get a package of four \$5 certificates. Or individual certificates for \$25 or \$100. You can purchase Bell Gift Certificates at your PhoneCenter Store, or call toll-free and we'll mail them to you.

The Bell System Credit Card

Here's the handy way to make long distance calls when you're away from home or office. You won't need a pocketful of change. And you'll save time—no need to wait while an Operator checks a "third number" or makes a collect call. You can also use the card anywhere in the U.S. and Canada, and call the U.S. from anywhere in the world. There's no charge for the card. Visit your PhoneCenter Store or call toll-free to get yours.



WE'RE FAMOUS FOR OUR PHONES.

Stop by the PhoneCenter Store and shop for the products just right for your home. We'll be glad to help you make the right choice for your decor. Apart from phone

styles, we'll also answer any questions you have about our special telephone services. You may discover that one of them is just what you've been needing!

So come calling at the PhoneCenter Store. Once you see our great selection of phones, we'll get along famously.



FAMOUS PHONES PRICE LIST

For current charges and prices on the following services and products, visit your Bell PhoneCenter or call our Toll-Free numbers: 1-800-552-7218 in Washington or 1-800-426-0556 in Oregon and Idaho.

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12	Antique Gold**	160.00	N/A
11	Big Button	N/A	\$175.00
3	Candlestick***	139.00	N/A
13	Celebrity*	139.00	159.00
6	Chestphone***	160.00	175.00
13	Coquette†	139.00	N/A
2	Country Junction*	265.00	N/A
11	Doodle	N/A	109.00
3	Early American**	160.00	N/A
13	Empress	N/A	199.00
7	Exeter*	89.00	99.00
12	Mediterranean**	160.00	N/A
8	The Mickey Mouse Phone††	139.00	149.00
8	The Mickey Mouse Phone Lamp††	N/A	169.00
11	Noteworthy*	139.00	149.00
3	Rolltop Stowaway*	N/A	235.00
6	Sculptura*	109.00	129.00
9	The Snoopy & Woodstock Phone†††	139.00	149.00
6	Telstar*	160.00	175.00
Not Pictured -			
	Rendez-Vouz ^A	N/A	109.00
	SmallTalk ^B	N/A	69.00
	Diplomat ^A	N/A	109.00

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††† Housing manufactured by American Telecommunications Corporation. PEANUTS Characters © 1958, 1965, United Features Syndicate, Inc.

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^B Trademark of TeleConcepts, Inc.

Aids for the Handicapped

Volume control handsets

For impaired hearing

For weak speech

Monthly Rate

\$.75

.75

Purchase Price

\$106.00

24.20

Artificial Larynx

Hearing Aid Adapter

Other services are available. Visit your Bell PhoneCenter or call our Toll-Free numbers to discuss your special needs.

Custom Calling Services

Call Waiting

Call Forwarding

Three-Way Calling

Speed Calling (8 numbers)

Speed Calling (30 numbers)

Package prices available.

Call our Toll-Free number for details.

Bellboy®

Monthly Rate

Available in most areas. Please visit your Bell PhoneCenter or call our Toll-Free numbers for more details.

\$18.00

Rates vary depending on your area. Special features average an additional \$2.50/month each.

Bell System Credit Card

No charge

Bell Gift Certificates

Package of four \$5 certificates

\$ 20.00

Individual certificate

25.00

Individual certificate

100.00

